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SENTRY
INSURANCE

Public Service Commission of Wisconsin
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October 18, 2007

Sandra J. Paske
Secretary to the Commission
Public Service Commission of Wisconsin
P.O. Box 7854
Madison, WI 53707-7854

Re: Investigation of Area Code Relief for the 715 Area Code in Northern Wisconsin - PSCW Docket No. 5-TN-100

Dear Ms. Paske:

On behalf of Sentry Insurance, I am writing in response to the Public Service Commission's (PSC) proposed changes to the existing 715 area code. Sentry would like to express our strong preference for a geographic split alternative that retains the 715 area code for Stevens Point where Sentry is headquartered.

Sentry has over 2700 employees in Stevens Point and services 1.5 million individual and business customers. Keeping the 715 area code allows us to avoid any confusion and expense to our customers and workforce that would occur if Sentry was forced to change all of our existing numbers or add a second area code under the overlay scenario.

Again, Sentry Insurance requests that the Commission recommend and implement a geographic split that retains the 715 area code for Stevens Point. If you have any questions or would like to discuss this matter further, please feel free to contact me at 715-346-6689.

Thank you for your time and we appreciate the Commission's consideration.

Sincerely,

James D. Stitzlein
Senior Vice President – Operational Services

cc: State Sen. Julie Lassa
State Rep. Louis Molepske